

Why Hire A Marketing Consultant?

Most businesses have not hired a marketing consultant so it is natural for them to wonder, "what are the benefits to hiring a professional marketing consultant?" Here are the top reasons my clients have given me.

Marketing consultants fill a knowledge gap. Most businesses have strong experience and skills with their industry - whether it be finance, insurance, contracting, staffing or whatever. However, they typically are not strong in sales and marketing and want to fill that gap in expertise so they can succeed in developing their business. It is challenging enough for business owners and managers to keep up with their own areas of expertise, let alone all the areas of marketing; especially internet marketing. From that perspective, hiring a marketing consultant may make sense.

Third Party Perspective. It is normal for businesses to have somewhat of a tunnel vision about their business and marketplace because they are naturally on the inside looking out. But who is there for them that is looking from the outside in as a business and marketing expert? Usually, that perspective from the outside/in is lacking but businesses see the immense value in having that perspective from a marketing consultant.

Sometimes the third party perspective is needed when the management team has differing opinions on which marketing strategies are the best direction for their company and hiring a marketing consultant can help give perspective on their differing views as well as other options they may not have considered.

Take to the Next Level and Beyond. Most businesses at one point or another reach a plateau and then are not sure how to take their business to the next level. They understand that it will require change, but what kind of changes? An outside expert who has led companies to grow to the next level can help to provide guidance to reach that next level and beyond.

Developing a Marketing Plan for Financing or Strategic Planning. If you are working to gain investment capital for your business, a seasoned marketing consultant can help you create a marketing plan that will impress your potential funding partners. Most businesses looking for financing fail to have a professional strategic marketing plan completed and this is one of the most important factors investors want to see in your business plan presentation. When you hire a marketing consultant who knows what investors are looking for in a business plan presentation, you stand out from the crowd and dramatically increase your chances of getting funded.

Once you have the marketing plan completed, a marketing consultant can help you develop your presentation for investors as well with a thoughtful, compelling, and graphically pleasing demonstration. There are many other reasons why businesses and non-profits hire a marketing consultant but these are the top ones we have seen. Whatever your situation, best wishes in your decision on whether to hire a marketing consultant.